

IN THE CLAIMS

Please amend claims 188, 190, 199, 254, 285-287, 294-301, 303-304, and 306 as follows:

C1 5 --188. (CURRENTLY AMENDED) A system as defined in claim 184 wherein said "information superhighway" data link comprises an integrated services digital network ("ISDN") ~~network~~.

C2 10 190. (CURRENTLY AMENDED) A system as defined in claim 184 wherein said "information superhighway" data link comprises a cable access television ("CATV") line.7

C3 15 199. (CURRENTLY AMENDED) A system as defined in claim 184 wherein said "information superhighway" data link comprises a radio frequency ("RF") cellular network.

C4 20 254. (CURRENTLY AMENDED) A system as defined in claim 253 wherein said service includes displaying promotional programming material on said display unit ~~of said user~~.

285. (CURRENTLY AMENDED) A system as defined in claim 168
wherein said feature recognition unit is selected from a
group consisting of a hand-held unit, a scanner, a bar code
scanner, an optical code reader, an optical reader, a
personal camera, a personal computer reader, a digital
camera, a digital mouse and an optical mouse.

286. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit is linked to a
personal computer.

287. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit is linked to a
wireless interface.

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294. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit is linked to a
personal digital assistant.

295. (CURRENTLY AMENDED) A system as defined in claim 285
wherein said feature recognition unit is linked to an
Internet appliance.

296. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit is linked to a television set.

5 297. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit comprises a portion of a cellular telephone.

298. (CURRENTLY AMENDED) A system as defined in claim 285
10 wherein said feature recognition unit comprises a portion of a personal digital assistant.

299. (CURRENTLY AMENDED) A system as defined in claim 285.
wherein said feature recognition unit comprises a portion
15 of a remote control unit.

300. (CURRENTLY AMENDED) A system as defined in claim 285 wherein said feature recognition unit comprises a portion of a handwriting implement

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301. (CURRENTLY AMENDED) A method of providing a user access to programming material, comprising the steps of:

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imprinting a machine recognizable feature within a travel ticket;

5 scanning said machine recognizable feature of said travel ticket; and

transmitting data associated with said machine recognizable feature via a communication link to access said programming material, wherein said
10 programming material is related to said travel ticket.

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303. The method of claim 301 wherein said machine recognizable feature is selected from a group consisting of
15 bar code, universal product code, invisible bar code, magnetic code, printed character, symbol, ~~icon~~, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, ~~digital watermark~~,
20 magnetic strip, code, analog pattern, and hieroglyphic character.

304. (CURRENTLY AMENDED) A method of providing a user access to supplemental programming material associated with a travel ticket, comprising the steps of:

~~im~~printing a machine recognizable feature within said

5 travel ticket, wherein said machine recognizable feature has associated therewith a command sequence for accessing programming material;

scanning said machine recognizable feature within said

10 travel ticket and downloading data indicative of said machine recognizable feature via the Internet to a remote server;

accessing programming material from said remote server; and

transmitting said programming material to said user

15 allowing said user to perceive said programming material in a humanly perceivable form, wherein said programming material is related to said travel ticket.

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306. The method of claim 304 wherein said machine
recognizable feature is selected from a group consisting of
a bar code, universal product code, invisible bar code,
magnetic code, printed character, symbol, ~~icon,~~ invisible
5 indicia, two-dimensional figure, icon, invisible icon,
watermark, invisible watermark, digital watermark, series
of alphanumeric characters, binary code, ~~digital watermark,~~
magnetic strip, code, analog pattern, and hieroglyphic
character.--